



Company Background

SironaHealth is a medical contact center company that serves providers (physician groups and hospitals) and payors (health plans, self-insured employers, and other groups). Our mission is to provide services that improve health by influencing positive change in healthcare behavior.

Headquartered in South Portland, Maine, the company's sophisticated technical infrastructure supports a nationwide contingent of telecommuting registered nurses—with 100% of our registered nurses working from home. This distributed model allows SironaHealth to fundamentally change the economics of staffing and operating call centers which results in cost efficiencies and top quality service for our clients.

Our Products and Services

SironaHealth offers an ever-expanding array of outsourced services and technology to meet the healthcare needs of our clients. Our services include:

- 24 x 7 Nurse Advice Line
- Physician Referral
- Class & Event Registration
- Disease Management Support
- Health Assessment
- Outreach & Enrollment
- Retention & Engagement
- Member Services
- Automated Voice Solutions
- Custom Inbound & Outbound Programs
- Member & Patient Satisfaction
- Software / Application Licensing

The company's technology includes the proprietary IntelliView[®] application, a softphone that integrates each agent's telephone and computer, and extensive security and backup capabilities for our entire network of contact centers. The IntelliView[®] platform enables us to quickly accommodate new clients and programs, respond in real time to unanticipated changes in call volume, and rapidly recruit and staff specialty nurses and allied health professionals in a competitive labor environment. Our technology employs 100% call documentation and monitoring capabilities including digital recordings of all phone call transactions. By tracking the granular details of all transactions, we can effectively manage our staff to deliver a higher quality of service.

Our Clients

SironaHealth serves two primary markets: health insurers (or payors) and healthcare providers.

Payor clients include health plans/insurers, employers, and other associations (such as reseller partners) that cover their members' health costs. Most of these clients seek SironaHealth's services as an outsource solution to demand management—that is, providing triage, education, and decision support to help callers avoid unnecessary medical care, which in turn helps control healthcare costs. Key services in this market include 24 x 7 nurse advice line, health counseling, and targeted referrals to medical management programs (such as disease management, case management, prenatal programs, and wellness initiatives).

The provider market includes physician practices, hospitals, and large group practices or IPAs. Most of the physician clients use SironaHealth for after-hours triage, peak coverage, and ancillary services such as physician paging, prescription refills, on-call schedule management, and general information. Hospital clients use SironaHealth to deliver contact center services that increase patient revenue. Services include phone-based community nurse lines and ED triage, physician referral, and class registration services, as well as custom campaigns. In addition, they use our web-based tools for physician referral and class registration.